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Research Branch

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Direction de la recherche

Weekend Seat Sale Survey

WP 40-83-08

Canada

WEEKEND SEAT SALE SURVEY

by T.E. Duffy

CANADIAN TRANSPORT COMMISSION
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FOREWORD

Since the advent of advance purchase Charter Class Canada fares in February, 1977 Canadian air carriers have continued to develop and refine domestic low-priced products within the context of the changing regulatory environment and the increasingly competitive marketplace. This evolution of low-priced air fares has been monitored by the Canadian Transport Commission through a series of reviews, providing statistical data on traffic, market shares, capacity and pricing. More recently, in a further effort to contribute to a fuller understanding of the nature of low-priced air fares, the Commission has also sponsored several market surveys.

The present working paper outlines the market survey conducted on the Weekend Seat Sale low-priced air fare product offered by Air Canada and CP Air from March 11, 1983 to May 29, 1983. It discusses the survey methodology as well as the principal survey findings. Actual field work for this survey was performed for the Commission by Market Facts of Canada Ltd., an independent market research house.

This study has been prepared by the staff of the Passenger Transport Studies Directorate of the Canadian Transport Commission's Research Branch. The opinions contained herein are those of the authors and do not necessarily reflect the views of the Commission.

George Hariton,
Executive Director,
Research Branch.

October, 1983

Canada

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Chapter 1

BACKGROUND AND PURPOSE

Effective March 11, 1983, Air Canada and CP Air in an effort to stimulate traffic during a period of reduced demand introduced the Weekend Seat Sale low-priced air fare. This fare offered discounts from regular Economy fares which ranged between 32% to 77% and was encompassed by conditions of sale which matched or exceeded the standardized minimums established by the Commission's regulations* regarding deeply discounted air fares. With the view to augmenting the information base regarding low-priced air fares, a survey of passengers utilizing the Weekend Seat Sale during the weekend of April 29, 1983 was initiated by the Canadian Transport Commission's Research Branch to:

a) assess the impact of the Weekend Seat Sale fare from the point of view of traffic diversion and stimulation; and

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* These regulations were set forth in Decision No. 6968 issued on August 19, 1982, and required that any air fare discounted more than 25% be sold subject to the following conditions or fences:

1. a minimum advanced booking period of at least 14 days;
2. a minimum stay requirement of at least the first Saturday;
3. a charge of $30 for any change in reservations; and
4. a charge of $30 upon cancellation of reservation.

b) assess the effectiveness of selected fences associated with low-priced air fare products.

This report provides a review of the survey in terms of the design and methodology adopted and the results attained.

Chapter 2

SURVEY DESIGN AND METHODOLOGY

The Weekend Seat Sale, as the name implies, was only available to air passengers travelling on weekends from March 11, 1983 to May 29, 1983. Specifically, outbound travel was only allowed between 21:00 hours on Fridays through to 12:01 hours on Sundays while, inbound traffic was restricted to travel between 21:00 hours on Fridays through to 23:59 hours on Mondays. Reciprocally, travel in either direction was not allowed between the hours of 12:02 to 24:00 on Sundays nor on Tuesdays, Wednesdays or Thursdays. The fare also required an advance booking of 21 days; as well, a minimum stay of at least until the first Sunday was required for all traffic commencing on a Friday or Saturday while a minimum stay of at least until the first Saturday was required for all traffic commencing on Sundays. The maximum length of stay allowed was 30 days and though no refund was available on cancellation, changes to reservations were permitted at an additional charge of $30.

The survey sample was designed to be representative of the target population which included all Air Canada and CP Air domestic scheduled passengers utilizing the Weekend Seat Sale product while it was available in the marketplace. In fact, the actual survey population consisted of all Air Canada and CP Air

domestic scheduled medium and long-haul passengers departing Toronto International Airport between 21:00 hours on Friday, April 29, 1983 and 12:01 hours Sunday, May 1, 1983. As such, the survey population differed from the target population in that it represented only one weekend during the entire sale time period, included only those passengers departing Toronto International Airport and excluded passengers on short-haul flights.

The frame utilized to access the survey population consisted of a list of all Air Canada and CP Air domestic scheduled medium and long-haul flights departing Toronto International Airport during the eligible hours of the selected weekend. Because of the fact that usable passenger lists were not attainable, the frame units differed somewhat from the units of the survey population. Nevertheless, it was assumed that the incidence of Weekend Seat Sale passengers on the various medium and long-haul routes departing Toronto was directly related to the total capacity available on the particular route during the eligible hours of the selected weekend. Capacity for each route was estimated and a quota sample was developed in proportion to total capacity to render a minimum of 200 completed questionnaires* from Weekend Seat Sale passengers. The sample

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* According to marketing experts of Boeing Aircraft Corporation, 200 completed interviews per study cell represents an optimum position in terms of cost minimization and the attainment of reliable results.

design, while not based on a probability selection method, parallels the methodology developed in co-operation with CP Air and Air Canada in conjunction with the earlier, and more extensive, Skybus/Skydeal, One Way/One Day Skysaver survey of August, 1982. The methodology appears generally acceptable within the industry given design problems inherent with the complexities of airline scheduling. A copy of the initial sample plan may be found in Appendix A.

The questionnaire requested the Weekend Seat Sale passengers to provide information regarding their trip-planning activities, their demographic characteristics and their ability and willingness to utilize low-priced air fare products under various constraints. The respondents were initially screened:

a) to eliminate airline or travel agent employees;

b) to determine whether or not the respondent was travelling in a group or alone with the result that ultimate respondents were verified as the party head, in the case of groups, and also as to the most appropriate person to talk about the air travel arrangements made for the trip; and

c) to ascertain that the respondents were Weekend Seat Sale passengers travelling on the required route by the sample plan and at the Weekend Seat Sale fare level corresponding to that route.

The questionnaire began with a series of questions regarding trip-making activities and purpose. The respondent was then requested to reply to queries with respect to various price increases and other product changes. The questionnaire terminated by eliciting responses concerning past air travel patterns and demographic characteristics as well as the size and age distribution of any travel group he/she may have represented. A copy of the questionnaire is provided in Appendix B.

The method of data collection consisted of in-person interviews conducted in waiting lounges at the Toronto International Airport prior to the departure of the respondents' flights. In particular, interviewers were directed to the lounges of the various flights in accordance to the sample plan where they would then approach possible respondents. All respondents were verified as eligible Weekend Seat Sale passengers by the interviewer actually physically inspecting their air ticket. The questionnaire was available in both Official Languages and potential respondents were informed that the provision of any information was entirely voluntary. Actual interview time averaged approximately eight minutes per respondent. Response and co-operation was considered high as is apparent from the fact that of 538 contacts during the eligible time frame, only 35 refused screening or terminated the interview. Of those initially contacted, 278 were ineligible

for various reasons such as their not being a Weekend Seat Sale passenger or not travelling on the required flight. The disposition of interview attempts is provided in Appendix C.

Chapter 3

SURVEY FINDINGS

3.1 Demographics

Table 1 provides the following demographic profile of respondents utilizing the Weekend Seat Sale low-priced air fare product:

a) Female respondents outnumbered male respondents by more than two to one possibly suggesting, in cases where a group travelling together was a family, that the female respondent was more likely to have made the actual trip arrangements;

b) Almost one-quarter of all respondents were between 22 to 29 years old; at the same time, an equal portion of respondents were over 60 years;

c) Slightly more than 75% of the respondents had completed high school;

d) With regards to total family income, no one range significantly predominated; and

Table 1

WEEKEND SEAT SALE RESPONDENTS' DEMOGRAPHIC PROFILE

Total Number Of Respondents	**225**
Sex	**%**
Male	30
Female	70
Age	
21 or under	6
22 to 29	23
30 to 39	15
40 to 49	14
50 to 59	18
60 years of age or older	23
Refused	1
Education	
No formal schooling	0
Attended or completed grade school	5
Some high school	19
Completed high school	28
Some community college / CEGEP	4
Completed community college / CEGEP	9
Some university	10
Completed university	16
Any post graduate schooling	8
Total 1982 Family Income Before Taxes	
$15 000 or under	21
Over $15 000 to $20 000	13
Over $20 000 to $30 000	18
Over $30 000 to $40 000	18
Over $40 000 to $50 000	9
Over $50 000	11
Refused	10
Number of Previous Air Trips in Past Twelve Months	
None	43
One	24
Two	17
Three	7
Four	4
Over Four	5
Reasons For Previous Air Trips in the Past Twelve Months	
Business or work	41
Visiting friends and relatives	37
Vacation or pleasure	23

e) The majority of respondents could be classified as infrequent flyers inasmuch as 67% had not taken an air trip or had taken only one air trip in the past 12 months.

3.2 Travel Parties

From Table 2, it is apparent that the 225 respondents interviewed represented 345 actual passengers which means that in a number of cases the respondent was speaking on behalf of a travel party or group. Within this context:

a) the most common party size was a group of one comprising a total of 136 passengers;

b) seventy-one of the respondents travelled in a group of two totalling 142 passengers; and

c) there were only 18 groups larger than two persons therefore representing 67 passengers.

It is also noteworthy that 92% of the respondents and others travelling with them were 18 years of age or older.

Table 2

WEEKEND SEAT SALE TRAVEL PARTY PROFILE

Total Number Of Travel Parties	**225**
Number Of Travel Parties By Passenger Size	
One passenger	136
Two passengers	71
Three passengers	9
Four passengers	7
Five passengers	1
Six passengers	0
Seven passengers	1
Total Number Of Passengers	**345**

AGE DISTRIBUTION OF PASSENGERS BY TRAVEL PARTY SIZE

Travel Party Size	Under 2 years	2 to 11 years	12 to 17 years	18 to 21 years	Over 21 years	Total Passengers
One passenger	0	0	0	10	126	136
Two passengers	4	1	0	3	134	142
Three passengers	4	0	2	0	21	27
Four passengers	1	7	1	0	19	28
Five passengers	0	0	3	0	2	5
Six passengers	0	0	0	0	0	0
Seven passengers	2	1	0	0	4	7
	11	9	6	13	306	345

3.3 Trip Profile

In terms of profiling those interviewed:

a) the majority of respondents travelled to visit friends and relatives (72%) while 23% travelled for vacation or pleasure. In any case, only 5% of the respondents cited business as the main reason for their trip (see Table 3);

b) in making their arrangements for this trip, almost two-thirds of the respondents dealt with a travel agent by telephone (28%) or in person (38%) while the remaining respondents dealt with the airlines' ticket office;

c) inasmuch as fences associated with the Weekend Seat Sale product allowed changes in the date and time of flight arrangements for an added charge of $30, a note should be made that only 13% of respondents indicated they had made changes to the time or date of travel;

d) another fence, an advanced booking of at least 21 days, was also specified for this product. In this connection, the airlines made the Weekend Seat Sale product available on January 21, 1983 for travel

Table 3

WEEKEND SEAT SALE TRIP PROFILE

Total Number of Respondents	225
Main Reason for Trip	%
Business or work	5
Visiting friends and relatives	72
Vacation or pleasure	23
Method of Making Reservations	
Personally visiting a travel agency	38
Telephoning a travel agent	28
Personally visiting an airline ticket office	9
Telephoning an airline ticket office	25
Whether Changes Made to Time or Date of Flight	
Yes	13
No	87
Number of Days Before Starting Trip Made Decision to Go	
Seven days or less	1
Eight to fourteen days	-
Fifteen to twenty-one days	2
Twenty-two to forty-five days	11
Forty-six to sixty days	15
Sixty-one to ninety days	13
More than ninety days	58
Average Number of Days	78.3 days
Number of Days Before Trip Flight Ticket Was Issued	
Seven days or less	4
Eight to fourteen days	2
Fifteen to twenty days	1
Twenty-one to forty-five days	15
Forty-six to sixty days	6
Sixty-one to ninety days	71
More than ninety days	3
Average Number of Days	68.0 days
Number of Nights Away On Trip	
Six nights or less	6
Seven to thirteen nights	48
Fourteen to twenty-one nights	33
More than twenty-one nights	13
Average Number of Nights Away	12.6 nights

commencing March 11, 1983; consequently, given that the survey was conducted during the weekend of April 29, 1983, a full 98 days had elapsed since the initial availability of these tickets. In these circumstances 58% of respondents stated they had made their decision to travel more than 90 days prior to commencing their trip, a fact somewhat substantiated given that 71% of the respondents' tickets were issued between 61 to 90 days prior to departure. Of some interest though is the suggestion that 3% of the respondents stated that they had decided to travel within the 21-day advance booking requirement and that 7% of the tickets bore issue dates within the 21-day restriction; and

e) minimum stay requirements varied with the departure date but were designed to cause passengers to stay a minimum of at least the first Sunday or six nights. In this context, 94% of the respondents spent seven or more nights away on their trip. Inasmuch as the average number of nights away was 12.6 nights, this most likely reflected the medium to long-haul routes surveyed and the predominate reasons for travel of visiting friends and relatives, pleasure or vacation.

3.4 Stimulation/Diversion: Travel Plans

In order to classify passengers as stimulated* or diverted with respect to travel plans,** the respondents were initially asked what they would have done had the Weekend Seat Sale product not been available (see Table 4). Inasmuch as 29% of the respondents indicated they would still have taken their air trip now to the same place, this particular group is deemed to have been diverted from other air fares available in the marketplace by the Weekend Seat Sale product. On the other hand, 40% of respondents may be considered as purely stimulated as they would not have taken an air trip at all had the Weekend Seat Sale product not been available, while another 30% might also be classified as stimulated because they were encouraged by the Weekend Seat Sale to travel at this time. Given that this latter group would have taken the trip, although not necessarily at this time, or to this place, there is some question as to whether or not such respondents were truly stimulated or just otherwise encouraged to adjust their plans.

Of the total number of respondents who would still have taken their trip, the majority (68%) had no preference between using a regular scheduled airline or a charter flight.

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* Stimulation, in this context, is defined as respondents who would not have travelled at this time to the same place.

** Diversion is taken herein to mean those respondents who would still have travelled at this time to the same place.

Table 4

CLASSIFICATION OF WEEKEND SEAT SALE RESPONDENTS
BY STIMULATION/DIVERSION: TRAVEL PLANS

Total Number of Weekend Seat Sale Respondents	225
Percentage who would	%
Still be taking same air trip now to same place	29
Take an air trip at a different time to same place	29
Take an air trip now but to a different place	1
Not have taken an air trip at all	40
Don't know	1
Total Number Who Would Still Be Taking An Air Trip Now or Later To Same Or Different Place	133
Percentage who would prefer	%
Regular scheduled airline	19
Charter flight	13
No preference	68
Total Number Who Would Take An Air Trip Now To A Different Place	2
Percentage who would travel	%
Within Canada	-
Outside Canada	100
Total Number Who Would Not Have Taken An Air Trip At All	91
Percentage who would have	%
Stayed at home	80
Gone to same place by some other means	10
Gone to a different place by some other means	10

Furthermore, only two respondents indicated they would have taken a trip now to a different place had the Weekend Seat Sale product not been available and in both instances, the respondents indicated their alternative destination would have been outside of Canada.

Of the purely stimulated respondents, a large majority (80%) indicated they would have stayed at home had the Weekend Seat Sale product not been available, while 20% indicated they would still have travelled but were diverted from an alternative mode or an originally intended destination.

3.5 Stimulation/Diversion: The Role Of Price

The initial stimulation/diversion analysis was conducted with the supposition that the Weekend Seat Sale fare was not available; as well, no alternative products or costs were mentioned. This resulted in a stimulation/diversion ratio of approximately 70/30.

By way of variation, and with an attempt to obtain some sensitivity to the role of price in the travel decision, all respondents were then asked if they would still have travelled assuming that the Seat Sale product was available but the price of their ticket was higher (see Table 5). In practice, three incrementally higher prices were used:* the highest price

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* See the fare grid in the questionnaire found in Appendix B.

Table 5

CLASSIFICATION OF WEEKEND SEAT SALE RESPONDENTS
BY STIMULATION/DIVERSION TO SUCCESSIVE PRICE INCREASES

		Stimulation/Diversion		
		From $W	From $X	From $Y
Total Number of Weekend Seat Sales Respondents	225			
Number Who Would Not Travel If Price Was Increased to $W	132	59/41		
Number Who Would Still Travel	93			
Additional Number Who Would Not Travel If Price Was Increased to $X	61		86/14	
Number Who Would Still Travel	32			
Additional Number Who Would Not Travel If Price Was Increased to $Y	16			93/7
Number Who Would Still Travel	16			

was equivalent to the regular Economy fare charged at the time for each route, and two median prices were established at equal intervals between the regular Economy fare and the Weekend Seat Sale fare.

With respect to this line of enquiry, when asked if they would have travelled had the Weekend Seat Sale product been marginally more expensive, 59% of respondents replied in the negative (that is they were stimulated), while 41% would still have travelled (that is they had been diverted from another higher priced air fare). Had the Weekend Seat Sale product been even more expensive, then only 14% of respondents would have travelled implying a dramatic reduction in the level of diversion. Finally, had only the Economy fare been available, 7% of the respondents would still have travelled.

Further to this analysis, of those respondents who would not have travelled at this time on the Weekend Seat Sale product to the same place, the possibility that they would have still gone to the same place at some other time increases in relation to their willingness and ability to accept a higher price (see Table 5A). While a total of 209 respondents indicated that ultimately they would not have travelled had this Weekend Seat Sale fare not been available, 35% however would have gone to the same place at another time; these stimulated respondents could be considered "diverted in time". Yet another 7% would have gone to a different place, in many cases outside

Table 5A

FURTHER CLASSIFICATION OF WEEKEND SEAT SALE RESPONDENTS
BY STIMULATION/DIVERSION TO SUCCESSIVE PRICE INCREASES

Total Number Who Would Not Travel	AT $W	AT $X	AT $Y	TOTAL
	132	61	16	209
	%	%	%	%
Percentage who would have taken an air trip at a different time to the same place	27	46	63	35
Percentage who would have taken an air trip to a different place	10	3	-	7
Percentage who would not have taken an air trip at all	63	51	37	53
Total Number Who Would Take An Air Trip To A Different Place	13	2	0	15
	%	%	%	%
Percentage who would travel				
Within Canada	23	-	-	20
Outside Canada	77	100	-	80
Total Number Who Would Not Have Taken An Air Trip At All	83	31	6	120
	%	%	%	%
Percentage who would have				
Stayed at home	82	45	-	72
Gone to same place by some other means	12	35	67	19
Gone to a different place by some other means	6	20	33	9

of Canada; these respondents could be considered "diverted by place". Nevertheless, over 50% maintained that they would not have taken an air trip at all with the majority of these respondents electing to stay at home or, in a limited number of cases, to have travelled on another mode.

3.6 Stimulation/Diversion: Impact on Other Travelling Companions

The stimuation/diversion classification of respondents and others travelling with the respondents is presented in Table 6. As might be expected, the stimulation/diversion rate does not change when the actions of others are taken into consideration.

3.7 Strengths of Individual Fences

The stated reactions of the respondents to various selected conditions to travel (fences) are presented in Table 7. As is evident, a large majority of respondents would be willing and able to accept each of the five fences mentioned although the requirement to depart only after 10:00 p.m. would inhibit more respondents in purchasing their ticket.

Table 6

CLASSIFICATION OF WEEKEND SEAT SALE RESPONDENTS (PLUS OTHERS TRAVELLING WITH THEM) BY STIMULATION/DIVERSION TO SUCCESSIVE PRICE INCREASES

		Stimulation/Diversion		
		From $W	From $X	From $Y
Total Number of Weekend Seat Sale Respondents Plus Others	345	60/40		
Number Who Would Not Travel If Price Was Increased to $W	206			
Number Who Would Still Travel	139		86/14	
Additional Number Who Would Not Travel If Price Was Increased To $X	91			
Number Who Would Still Travel	48			93/7
Additional Number Who Would Not Travel If Price Was Increased To $Y	24			
Number Who Would Still Travel	24			

Table 7

WEEKEND SEAT SALE RESPONDENTS WILLING AND ABLE TO TRAVEL AS FENCES ARE INTRODUCED INDIVIDUALLY

Total Weekend Seat Sale Respondents	225
Able and willing to travel if fare required that one	$
Do without meal service during flight	90
Sit in separate section at back of plane	89
Leave only after 10:00 p.m.	76
Take their flight if it had been one hour longer because it stopped at an additional airport	88
Take this flight even if no money is refunded should they cancel their flight	82

Table 8

EFFECT OF INTRODUCING FENCES INDIVIDUALLY ON WEEKEND SEAT SALE RESPONDENTS WHEN ALTERNATIVE PRICE IS $W

	Diverted		Stimulated		
Total Number of Weekend Seat Sale Respondents (225)	Accept Fence	Reject Fence Travel At $W	Accept Fence	Reject Fence Don't Travel	Stim/ Div
Actual Percentage Distribution of Respondents	41	-	59	-	59/41
Percentage Distribution of Respondents If Fare Required That One					
Do without meal service during flight	38	4	53	6	58/42
Sit in a separate section at back of plane	37	4	52	7	58/42
Leave only after 10:00 p.m.	31	10	45	14	59/41
Take this flight had it been one hour longer because it stopped at an additional airport	36	5	53	6	58/42
Take this flight even if there had been no money refunded if they cancelled	36	5	46	13	56/44

In terms of a stimulation/diversion analysis, Tables 8, 9 and 10 identify the respondents' reactions to the various fences at successive increases in price. The range of possible responses allows:

a) a stimulated respondent either to accept the fence and still benefit from the low fare or to reject the fence and not travel at all; and

b) a diverted respondent either to accept the fence and also benefit from the low fare or to continue to travel at the next highest price level.

At the lowest alternative fare level $W* all the fences have a reasonably equivalent impact on stimulated and diverted respondents although it is suggested that failure to receive a refund if the respondent were to cancel his/her reservation could result in more stimulated respondents not travelling than in inducing diverted passengers to use the next highest fare. In the case of fare alternative $X, the impact of fences on the travel plans of respondents is somewhat more apparent inasmuch as a flight departure after 10:00 p.m. would seem to cause more diverted passengers to travel at the next highest fare than to result in stimulated passengers not travelling at all; this observation is also valid at fare alternative $Y.

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* See Section 3.5 for an explanation of these alternative pricing levels.

Table 9

EFFECT OF INTRODUCING FENCES INDIVIDUALLY ON
WEEKEND SEAT SALE RESPONDENTS WHEN ALTERNATIVE PRICE IS $X

Total Number of Weekend Seat Sale Respondents (225)	Diverted: Accept Fence	Diverted: Reject Fence Travel At $X	Stimulated: Accept Fence	Stimulated: Reject Fence Don't Travel	Stim/Div
Actual Percentage Distribution of Respondents	14		86		86/14
Percentage Distribution of Respondents If Fare Required That One					
Do without meal service during flight	13	1	77	9	85/15
Sit in a separate section at back of plane	12	2	77	9	86/14
Leave only after 10:00 p.m.	9	5	67	19	88/12
Take this flight had it been one hour longer because it stopped at an additional airport	13	1	76	10	85/15
Take this flight even if there had been no money refunded if they cancelled	12	2	70	16	85/15

Table 10

EFFECT OF INTRODUCING FENCES INDIVIDUALLY ON
WEEKEND SEAT SALE RESPONDENTS WHEN ALTERNATIVE PRICE IS $Y

Total Number of Weekend Seat Sale Respondents (225)	Diverted: Accept Fence	Diverted: Reject Fence Travel At $Y	Stimulated: Accept Fence	Stimulated: Reject Fence Don't Travel	Stim/Div
Actual Percentage Distribution of Respondents	7		93		93/7
Percentage Distribution of Respondents If Fare Required That One					
Do without meal service during flight	7	0	84	9	92/8
Sit in a separate section at back of plane	6	1	83	10	94/6
Leave only after 10:00 p.m.	4	3	72	21	94/6
Take this flight had it been one hour longer because it stopped at an additional airport	6	1	83	10	93/7
Take this flight even if there had been no money refunded if they cancelled	6	1	76	17	92/8

Notwithstanding the preceding, in general, it appears that for any given price level the proposed fences affect respondents who may be classified as either stimulated or diverted in much the same proportions.

APPENDICES

Appendix A

WEEKEND SEAT SALE SAMPLE QUOTAS BY FLIGHT

Air Canada From Toronto To	Flight	Sample Quota	Actual
Calgary	117	11	13
	121	5	7
	141	7	7
Charlottetown (via Ottawa)	654	4	5
Edmonton/Victoria	123	14	16
	127	4	4
	135	3	1
Halifax/St. John's/Sydney/ Glace Bay	608	3	5
	624	4	6
	626	3	4
	638	3	2
	158	3	4
	190	5	4
Moncton	108	2	1
	650	1	-
Regina	107	6	11
	153	1	3
Saskatoon	103	5	6
	157	3	2
Stephenville/Corner Brook/ Gander (via Montréal)	628	3	2
Vancouver/Victoria	105	11	7
	147	6	13
	149	8	11
Winnipeg/Regina/Saskatoon	189	7	7
	191	4	5
	195	3	2
	197	3	4
	199	4	5
CP Air From Toronto to			
Calgary	63	15	18
	89	7	3
Edmonton	91	6	4
	95	2	1
Vancouver/Victoria	81	21	13
	61	7	19
Winnipeg	71	5	4
	73	3	8

Appendix B

QUESTIONNAIRE

WEEKEND SEAT SALE SURVEY #8776

MARKET FACTS OF CANADA LIMITED
1240 Bay St., Toronto, M5R 3L9

MR. []
MS. []
MRS. []_____ _____ DATE:_____
FIRST NAME SURNAME

ADDRESS:_____ PHONE #: [][][] [][][] [][][][]
AREA CODE

CITY:_____

TIME STARTED:_____ []AM []PM TIME FINISHED:_____ []AM []PM 69 64-

SUPERVISOR: IF YOU HAVE CHECKED EACH PAGE, INITIAL HERE:_____

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back with the respondent for validation."

_____
(Interviewer's Signature)

Air Canada--------- 1

Canadian Pacific--- 2

WEEKEND SEAT SALE SURVEY #8776

MARKET FACTS OF CANADA LIMITED
1240 Bay St., Toronto M5R 3L9

RECORD: DATE:_____ DESTINATION(S):

FLIGHT NUMBER:_____ _____

FLIGHT TIME:_____ _____

CARRIER: Air Canada ---------- 1 _____

Canadian Pacific --------- 2 _____

APPROACH TRAVELLERS WHO APPEAR TO BE 18+ AT ENTRANCE TO LOUNGE AND SAY: [ ][ ][ ] 5 6 7

1a) Hello, we are talking to people on the (FLIGHT TIME) flight to (DESTINATIONS) and should like to know if you are travelling on that flight.

Yes ----- C

No ------ D → TERMINATE AND RECORD

1b) And do you or does any member of your household work for an airline or travel agency?

Yes ----- C → TERMINATE AND RECORD

No ------ D

1c) Including yourself, how many people are travelling in your own group today? 8

Alone/by myself ------ 1, 2 3 4 5 6 7 8 9 or more

↓

SKIP TO QU.2

1d) And who would be the best one to talk to about the air travel arrangements that were made for this trip?

Me/myself - C

Other ----- D → RE-INTRODUCE YOURSELF AND CONTINUE WITH IDENTIFIED PERSON

2. May I look at the ticket you are using for this flight, please?

DETERMINE FARE BASIS:

All VE56 or 7's - C
All BE330's ----- D → RECORD TICKET INFORMATION ON YELLOW PAGE

Other ---------- E → TERMINATE AND RECORD

REGISTRATION # TB/CT-REG.B25620-2

FIRST:

CONFIRM WITH RESPONDENT AND RECORD FOR TICKET BEING USED TODAY:

PRICE (NOT INCLUDING TAX)		ROUTE ENDS (SPECIFY)	
$149 ----------	1	A _____	10- 11-
$199 ----------	2	B _____	
$249 ----------	3		12-
Other ----------	→ TERMINATE AND RECORD		13-

SECOND:

DETERMINE DATE OF ISSUE (FROM TICKET) AND RECORD HERE:

DATE OF ISSUE: _____

DAY M
14 15 16
OFFICE USE ONLY

THIRD:

DETERMINE DEPARTURE DATE AND RETURN DATE (FROM TICKET) AND RECORD HERE:

DEPARTURE DATE: _____

RETURN DATE: _____

DAY M
17 18 19
20 21 22
OFFICE USE ONLY

FOURTH:

FIND ROUTE ENDS IN GRID. THEN FOLLOW INSTRUCTIONS BELOW. IF ROUTE ENDS NOT LISTED TERMINATE AND RECORD

IN V BOX BELOW WRITE IN $ PRICE FROM ABOVE

IN W BOX BELOW WRITE IN $W FROM FARE GRID

IN X BOX BELOW WRITE IN $X FROM FARE GRID

IN Y BOX BELOW WRITE IN $Y FROM FARE GRID

Y	X	W	V

FIFTH:

AFTER RECORDING ALL INFORMATION, RETURN TICKET AND CONTINUE.

3a) Did you make your air ticket reservations for this trip by ... (READ LIST - CIRCLE ONE ONLY)

personally visiting a travel agent	1
telephoning a travel agent	2
personally visiting an airline ticket office	3
Or telephoning an airline ticket office	4

-23

3b) Are you starting out, or returning home on this flight today?

Starting out	1
Returning home	2
Other (SPECIFY)_____	

-24

3c) And is the main reason for this trip ... (READ LIST - CIRCLE ONE ONLY)

work or business	1
visiting friends and relatives	2
vacation or pleasure	3
Or just what? (SPECIFY)_____	

-25

4a) Had this weekend seat sale air fare NOT been available, would you ... (READ LIST - CIRCLE ONE ONLY)

still be taking this air trip now to the same place	1	→ SKIP TO QU.4c
taken an air trip at a different time to the same place	2	
taken an air trip now but to a different place	3	
Or not have taken an air trip at all	4	→ SKIP TO QU.4d

4b) And would you have gone somewhere else ... (READ LIST - CIRCLE ONE ONLY)

within Canada	1
Or outside Canada	2

-27

4c) And assuming that the price was the same, would you prefer flying on a regular scheduled airline or a charter flight, or do you have no preference? (CIRCLE ONE ONLY)

Regular scheduled airline	1	→ SKIP TO QU.5a
Charter flight	2	
No preference	3	

-28

4d) And instead of today's air trip, would you have ... (READ LIST - CIRCLE ONE ONLY)

stayed at home	1
gone to the same place by some other means	2
Or gone to a different place by some other means	3

-29

5a) We have seen that the cost of your ticket between [A] and [B] is [$V] return.

5b) If instead of the [$V] seat sale price that you paid, your ticket had cost [$M], and there was NO better price available on any other airline, would you still have taken this air trip, or not? -30

Yes ----- 1
No ------ 2 → SKIP TO QU.6a

ASK QU.5c IF NOT TRAVELLING ALONE IN QU.1c. ALL OTHERS SKIP TO QU.5d

5c) And how many of those travelling with you would still have taken this air trip? -31

0 1 2 3 4 5 6 7 8 or more

Everyone/all of them --- X

5d) And if the seat sale price had been [$X], would you still have taken this air trip, or not? -32

Yes ----- 1
No ------ 2 → SKIP TO QU.6a

ASK QU.5e IF NOT TRAVELLING ALONE IN QU.1c. ALL OTHERS SKIP TO QU.5f

5e) And how many of those travelling with you would still have taken this air trip? -33

0 1 2 3 4 5 6 7 8 or more

Everyone/all of them --- X

5f) And if it had cost [$Y], would you still have taken this air trip, or not? -34

Yes ----- 1
No ------ 2 → SKIP TO QU.6a

ASK QU.5g IF NOT TRAVELLING ALONE IN QU.1c. ALL OTHERS SKIP TO QU.7

5g) And how many of those travelling with you would still have taken this air trip? -35

0 1 2 3 4 5 6 7 8 or more → SKIP TO QU.7

Everyone/all of them --- X

6a) And, instead of your air trip now, would you have ... (READ LIST - CIRCLE ONE ONLY) -36

taken an air trip at a different time, to the same place ---------- 1 → SKIP TO INSTRUCTION BEFORE QU.6d
taken an air trip to a different place ---------- 2
Or not have taken an air trip at all ----- 3 → SKIP TO QU.6c

6b) And would you have gone somewhere else ... (READ LIST - CIRCLE ONE ONLY) -37

within Canada ---------- 1
Or outside Canada ---------- 2
→ SKIP TO INSTRUCTION BEFORE QU.6d

6c) And instead of taking an air trip, would you have ... (READ LIST - CIRCLE ONE ONLY) -38

stayed at home ---------- 1
gone to the same place by some other means ---------- 2
Or gone to a different place by some other means ---------- 3

FARE GRID

Route Ends (either direction)	$Y	$X	$W	$V
Calgary - Charlottetown	836	641	445	249
Calgary - Gander	958	721	485	249
Calgary - Halifax	828	635	442	249
Calgary - Moncton	810	623	436	249
Calgary - Ottawa	654	501	350	199
Calgary - Quebec City	722	547	373	199
Calgary - Stephenville/Corner Brook	902	686	468	249
Calgary - Toronto	620	479	339	199
Calgary - Montreal	678	519	359	199
Calgary - St. John's, Nfld.	958	721	485	249
Charlottetown - Edmonton	836	641	445	249
Charlottetown - Regina	714	543	371	199
Charlottetown - Saskatoon	746	563	381	199
Charlottetown - Toronto	368	295	222	149
Charlottetown - Vancouver	962	725	487	249
Charlottetown - Victoria	972	731	490	249
Charlottetown - Winnipeg	614	475	337	199
Edmonton - Gander	958	721	485	249
Edmonton - Halifax	828	635	442	249
Edmonton - Moncton	810	623	436	249
Edmonton - Montreal	678	519	359	199
Edmonton - Ottawa	654	503	351	199
Edmonton - Quebec City	722	547	373	199
Edmonton - Stephenville	902	685	467	249
Edmonton - Toronto	620	479	339	199
Edmonton - St. John's, Nfld.	958	721	485	249
Gander - Ottawa	426	333	241	149
Gander - Regina	836	641	445	249
Gander - Saskatoon	868	661	455	249
Gander - Toronto	492	377	263	149
Gander - Vancouver	1,084	805	527	249
Gander - Victoria	1,094	813	531	249
Gander - Winnipeg	736	557	378	199
Halifax - Ottawa	296	247	198	149
Halifax - Regina	706	537	368	199
Halifax - Saskatoon	738	559	379	199
Halifax - Toronto	358	289	219	149
Halifax - Vancouver	954	719	484	249
Halifax - Victoria	964	725	487	249
Halifax - Winnipeg	608	471	335	199
Moncton - Ottawa	278	235	192	149
Moncton - Regina	688	525	362	199
Moncton - Saskatoon	720	547	373	199
Moncton - Toronto	344	279	214	149
Moncton - Vancouver	936	707	478	249
Moncton - Victoria	946	713	481	249
Moncton - Winnipeg	588	459	329	199

Route Ends (either direction)	$Y	$X	$W	$V
Montreal - Regina	556	421	285	149
Montreal - Saskatoon	588	459	329	199
Montreal - Vancouver	804	603	401	199
Montreal - Victoria	814	609	404	199
Montreal - Winnipeg	458	355	252	149
Ottawa - Regina	532	405	277	149
Ottawa - Saskatoon	564	425	287	149
Ottawa - Vancouver	780	587	393	199
Ottawa - Victoria	790	593	396	199
Ottawa - Winnipeg	434	339	244	149
Quebec City - Regina	600	467	333	199
Quebec City - Saskatoon	632	487	343	199
Quebec City - Vancouver	848	649	449	249
Quebec City - Victoria	858	655	452	249
Quebec City - Winnipeg	500	383	266	149
Regina - Stephenville	780	587	393	199
Regina - Toronto	496	381	265	149
Regina - St. John's, Nfld.	836	641	445	249
Saskatoon - Stephenville	814	625	437	249
Saskatoon - Toronto	530	403	276	149
Saskatoon - St. John's, Nfld.	868	661	455	249
Stephenville - Toronto	438	341	245	149
Stephenville - Vancouver	1,028	769	509	249
Stephenville - Victoria	1,038	775	512	249
Stephenville - Winnipeg	682	521	360	199
St. John's, Nfld - Toronto	492	372	263	149
St. John's, Nfld. - Vancouver	1,084	805	527	249
St. John's, Nfld. - Victoria	1,094	813	531	249
St. John's, Nfld. - Winnipeg	736	557	378	199
Sydney/Glace Bay - Calgary	886	673	461	249
Sydney/Glace Bay - Edmonton	886	673	461	249
Sydney/Glace Bay - Ottawa	354	285	217	149
Sydney/Glace Bay - Toronto	416	327	238	149
Sydney/Glace Bay - Vancouver	1,012	757	503	249
Sydney/Glace Bay - Winnipeg	664	509	354	199
Toronto - Vancouver	742	561	380	199
Toronto - Victoria	754	569	384	199
Toronto - Winnipeg	398	315	232	149

ASK QU.6d IF NOT TRAVELLING ALONE IN QU.1c, ALL OTHERS SKIP TO QU.7

6d) And the others travelling with you, would they all have done the same as you, or not? (CIRCLE ONE ONLY)

Done the same ------- 1 -39

Not done the same --- 2

7. As I'm sure you are aware, for air tickets like the one you are using today, there are always some conditions that must be met. I'd like to tell you about some possible conditions and would like to know, for each of these conditions, whether you would have been both willing and able to meet it for this trip to get the [$V] return air fare.

FOR EACH CONDITION LISTED, ASK:

To have taken today's flight for [$V] would you, yourself, have been both willing and able to:

	Yes	No	
do without meal service during the flight	1-40	1-41	
sit in a separate section at the back of the plane	[2]	[2]	→ IF RESPONDENT ASKS ABOUT NON-SMOKING SECTION BEFORE ANSWERING "YES" OR "NO", SAY, "A non-smoking section would be available at the back of the plane".
leave only after 10 o'clock in the evening	3	3	
take this flight if it had been one hour longer because it stopped at an additional airport along your route	4	4	
take this flight if there had been no money refunded if you cancelled your flight	[5]	[5]	→ IF RESPONDENT ASKS ABOUT TRAVEL INSURANCE BEFORE ANSWERING "YES" OR "NO", SAY: "You would be able to arrange travel insurance for this kind of flight if you wanted to".

8a) About how many days before starting your trip did you make the decision to go?

As soon as heard about sale ------ 1 → SKIP TO QU.8c

Or RECORD NUMBER OF DAYS ------- [ ][ ] (42 43) → IF LESS THAN 30, SKIP TO QU.8c. IF "99 OR MORE", RECORD 99

8b) And was that ... (READ LIST - CIRCLE ONE ONLY)

before you heard about the seat sale --- 1-44

as soon as you heard about the seat sale ---------- 2

Or sometime after you heard about the seat sale ---------- 3

8c) After first reserving this air trip, did you make any changes to your time or date of travel?

Yes ----- 1-45

No ------ 2

9a) In just the past twelve months, about how many different air trips, if any, have you, yourself, taken? (IF SIX WRITE IN [0][6])

(IF [0][0] ▶ SKIP TO INSTRUCTION BEFORE QU.10a)
(IF [0][1] ▶ SKIP TO QU.9e)

[ ][ ] 46 47

9b) How many of those (NUMBER FROM QU.9a) air trips were mainly for work or business reasons?

[ ][ ] 48 49

9c) And how many of those (NUMBER FROM QU.9a) air trips were mainly to visit friends or relatives?

[ ][ ] 50 51

9d) And how many were mainly for vacation or pleasure reasons?

[ ][ ] 52 53 ▶ SKIP TO INSTRUCTION BEFORE QU.10a

9e) And was that air trip mainly ... (READ LIST - CIRCLE ONE ONLY)

for work or business reasons ---- 1 - 54
to visit friends or relatives --- 2
Or for vacation or pleasure reasons- 3

ASK QUESTIONS 10a TO 10d IF NOT TRAVELLING ALONE IN QU.1c, ALL OTHERS SKIP TO QU.11a

10a) How many children, under the age of eighteen, if any, are travelling with you today? (CIRCLE APPROPRIATE NUMBER) - 55

0 ▶ SKIP TO STATEMENT BEFORE QU.11a 1 2 3 4 5 6 7 8 or more

10b) How many children under the age of two, if any, are travelling with you today? (CIRCLE APPROPRIATE NUMBER) - 56

0 1 2 3 4 or more

10c) And how many children between the age of two and eleven years, if any, are travelling with you? (CIRCLE APPROPRIATE NUMBER) - 57

0 1 2 3 4 or more

10d) And, how many, if any, between twelve years and seventeen years of age? - 58

0 1 2 3 4 or more

These next few questions are to help classify your answers with those of other people we have talked to.

11a) Which one of these categories best describes your age? (READ LIST - CIRCLE ONE ONLY)

Twenty-one or under ---------- 1 - 59
Twenty-two to twenty-nine ---------- 2
Thirty to thirty-nine ---------- 3
Forty to forty-nine ---------- 4
Fifty to fifty-nine ---------- 5
Or Sixty years of age or older ---------- 6

11b) And what is the last grade of education you completed? (DO NOT READ LIST - CIRCLE ONE ONLY)

	No formal schooling	1 -60
	Attended or completed grade school	2
	Some high school	3
	Completed high school	4
	Some community college/CEGEP	5
	Completed community college/CEGEP	6
	Some university	7
	Completed university	8
Or	Any post graduate schooling	9

11c) Which one of the following groups best described your total family income, before taxes for 1982? (READ LIST - CIRCLE ONE ONLY)

	$15,000 or under	1 -61
	Over $15,000 to $20,000	2
	Over $20,000 to $30,000	3
	Over $30,000 to $40,000	4
	Over $40,000 to $50,000	5
Or	Over $50,000	6

11d) And what province or country were you born in? (RECORD)

_____

11e) RECORD SEX:

Male	1 -62
Female	2

THANK RESPONDENT AND END INTERVIEW

Appendix C

DISPOSITION OF INTERVIEWS

Total passengers contacted	538
Refused screening	13
Terminated interview	22
Not travelling on flight	55
Ineligible occupation	11
No Weekend Seat Sale fare code	119
Ineligible ticket price	24
Route ends not listed	21
Already contacted	8
Foreign	19
Other	21
Total questionnaires analyzed	225